

# **Communications Outreach Activities Administrative Committee April 20, 2011**

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Communications Director**



# Why Do Outreach?

- Tell our story, **Tell our story, Tell our story!**
- **Allows us to control our message**
- **Department's Accomplishments**
- **This Year's Campaigns/Focus**
  - Statewide Editorial Outreach
  - *RoadWorks 2011* (Summer Construction)
  - Revamped, enhanced Web and Social Media presence

# Statewide Editorial Campaign

## Strategy

- Key subjects that were not being covered
- Accomplishments/how we are improving
- Every 6 – 8 weeks
- Engage all media around state:
  - Major dailies
  - Neighborhood papers
  - Trades
  - Partner agencies' web sites
- Prominently featured on our web site



# Editorial Topics

## Already published:

- **Safety/Georgia DOT Efforts to Make Roads Safer paying off, Keith Golden**
  - **Published in 21 dailies and weeklies across the state**
- **Signal Optimization/Congestion Relief, one light at a time, Gerald Ross**
  - **Published in 16 dailies and weeklies across the state, including the AJC**
- **Program Delivery/Georgia DOT is making Progress, Commissioner Smith**
  - **So far, published in 16 dailies and weeklies across the state, including the AJC**

## To be published:

- **Maintenance Needs/Mowing Cycle**
- **Economic Development**
- **Stimulus Wrap Up**
- **Managed Lanes**
- **Value Engineering**
- **Bridge Improvements**
- **Right-of-Way Acquisition**
- **Utilities Improvements**
- **Alternative Transportation Modes (Rail & Transit)**



# Summer Construction

## Background:

- **RoadWorks 2011**—beginning this spring and continuing through the construction season, is a very aggressive work schedule that will include many interstates and state routes across Georgia.
- This construction schedule is designed to address an infrastructure that needs attention.
- We will make the best effort to minimize the public's inconvenience and frustration by scheduling work crews at off-peak hours (evenings and weekends) when possible and pro-actively publicizing times, dates of lane closures and detour routes.
- Motorists can access the most up-to-date information on these construction projects by visiting our website at [www.dot.ga.gov/roadworks](http://www.dot.ga.gov/roadworks) or by calling 511.
- Motorists and employers should consider alternative forms of transportation including mass transit, teleworking, vanpools, carpools and flex schedules.



# Summer Construction

## Target Audiences include... (but not limited to)

- **Stakeholders/Decision makers**

DOT Board, Governor's office, Elected officials

TMA/Clean Air Campaign, GRTA, MARTA, ARC, FHWA, GOHS, GDEcD

- **Community/Industry**

Emergency/Medical facilities, TIME Task Force members, ACCG/GMA, Metro Atlanta Chamber and other Chambers, area malls, churches, Universities, AAA (National/Regional), Large metro-area employers, NPUs, Homeowners' Associations, Property managers, etc.

- **Media**

- **The Public**

# Summer Construction

## Strategies (include but not limited to)

- Press briefings, weekly construction updates, limited paid media, editorials;
- Web banners on various partner agency sites;
- Speaker's bureau—outreach to civic and community groups;
- One-on-one meetings with major government entities in the City;
- Enhanced web presence geared to construction campaign; and
- Use of social media to consistently push information to motorists.





**Georgia DOT Observance Program Kicks Off Work Zone Safety Awareness Week**



## Welcome

The Georgia Department of Transportation's team of motivated professionals is working to maintain safety on our roadways and to relieve congestion on our interstates. Our commitment is a 21st century transportation network that moves people and goods through our state in a timely and efficient manner.



## COMMISSIONER SMITH EDITORIAL

Read Georgia DOT Commissioner Vance C. Smith's editorial regarding projects and accountability.



## STATE TRANSPORTATION BOARD

The April Transportation Board meeting agenda is now available

## I-85 EXPRESS LANES

Crews working anytime weather permits except weekday rush hours

## GEORGIA SCENIC BYWAYS

Two new Georgia Scenic Byways Designated

## GATEWAY GRANTS

Georgia DOT Awards more than \$644,000 in GATEway Landscape Grants



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Georgia  
NaviGator 511



Atlanta MMPT  
(Multi-Modal  
Passenger)

## Georgia Department of Transportation

Community/Government · Atlanta, Georgia

Like



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PLAN AHEAD AND AVOID TRAFFIC DELAYS WITH  
**WEEKEND LANE CLOSURE  
AND SPECIAL EVENT REPORTS**

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## STAY INFORMED

WITH [WWW.DOT.GA.GOV](http://WWW.DOT.GA.GOV)

### TRAVEL INFORMATION

**PLAN AHEAD**  
with Weekend Lane Closure  
and Special Event Reports

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### TRANSPORTATION PROJECTS

- Find GDOT projects in your area
- View major projects currently underway

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### PROGRAMS & STUDIES

- Road Improvement Programs
- Environmental Programs
- Strategic Planning
- Safety Programs & more

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## NAVIGATOR

VUE TRAFFIC CONDITIONS IN  
REAL TIME AT [WWW.511GA.ORG](http://WWW.511GA.ORG)







# **Communications Outreach Activities**

# **Questions?**